



Department of Planning & Development
Planning Unit

PUBLIC PARTICIPATION STRATEGY AND PROCEDURES

City of Madison Comprehensive Plan

Introduction

In 2001, the City of Madison was awarded a Comprehensive Planning Grant from the Wisconsin Department of Administration to develop a comprehensive plan that complies with Wisconsin's new "Smart Growth" planning law. A key State-required component is actively involving community stakeholders as the comprehensive plan is being developed. This is also the City's goal and is consistent with the City's long history of public participation in planning activities. Public participation will help to ensure that the resulting comprehensive plan accurately reflects the vision, goals, and values of the community.

Section 66.1001(4)(a) of Wisconsin Statutes specifically requires the Madison Common Council to adopt written procedures designed to foster public participation—including open discussion, communication programs, information services and public meetings for which advance notice has been provided—at every stage in the preparation of the comprehensive plan. The written procedures must provide for wide distribution of the comprehensive plan, an opportunity for the public to submit written comments on the plan, and provisions for City response to such comments.

Approach

The City has prepared a preliminary list of public participation activities designed to foster public participation throughout every stage of the comprehensive planning process. That list is attached in a document entitled "Public Participation Strategy Matrix." This matrix describes the City's overall public involvement strategy. The matrix lists over fifty tasks that the City may consider to actively involve the public. The actual range of tasks that will be completed may be adjusted based on time constraints, budgetary constraints, and experience gained through the planning process.

There are five stages and three audience groups described in the matrix. The major stages of the planning process include Stage I—Education and Background, Stage II—Issues and Opportunities, Stage III—Alternatives Analysis, Stage IV—Recommendations and Refinement, and Stage V—Adoption and Implementation. The public audiences from which input will be sought include (A) community-wide audiences; (B) audiences with interests or residences in specific geographic areas; and (C) audiences with interests in one of the required plan elements such as land use, housing, or transportation. Each task is further classified by the level of City time or budget resources expected for successful completion of the task.

To assist staff in implementing the public participation strategy, the City is preparing a more detailed description of each of the tasks identified in the Strategy Matrix. This includes additional information on the expected work effort, anticipated start and completion dates, desired outcomes and products, methods of soliciting public involvement, and key contacts. As the planning process progresses, these task descriptions will be updated with additional information on task logistics, costs, and actual outcomes.

Major Goals of the Public Participation Strategy

The City's comprehensive plan public participation strategy embodies the following goals:

- Include a variety of input opportunities for every audience group at every stage of the process.
- Provide opportunities for people to participate “a little” or “a lot” in the process, while assuring that one or a few individuals or interest groups do not dominate the process.
- Meet both the letter and spirit of Wisconsin's Smart Growth legislation.
- Recognize that ongoing public involvement is essential to create an innovative plan, yet one that can be implemented.
- Use existing planning, neighborhood, and committee frameworks as a foundation for the comprehensive planning process.
- Engage media and educational institutions to increase public input opportunities and leverage City resources.
- Inform and work with other governments and institutions with an interest in planning for the Madison area.
- Recognize that the goals expressed above must be balanced with the need to complete a comprehensive plan within a set budget and timeframe.

General Techniques to Involve the Public

The attached Public Participation Strategy Matrix includes what initially appears to be a daunting number of tasks. First, it should be noted that the City may choose to not complete all tasks. Second, the various tasks actually fall into a more manageable group of eight general techniques, many of which may be carried out throughout the process, which is expected to last about thirty months. These general techniques include:

1. Policy Advisory Committee: The Policy Advisory Committee will discuss and shape policy decisions at each stage of the planning process. All of its meetings will be open public meetings; some may involve the seeking of public input. Input from City commissions and committees with responsibilities covering each of the comprehensive plan elements is also included in the strategy matrix. It is recommended that the Policy Advisory Committee be the City Plan Commission. Common Council members will be invited to all Policy Advisory Committee meetings.
2. Media Partnerships: The strategy matrix proposes the formation of active partnerships with local print, radio, and television media to share information and obtain broader

public input. These efforts may include “electronic town meetings” and presentation and review of plan alternatives through the print media. A specific Media Coordination Function is identified to lead this effort.

3. Educational Partnerships: The strategy matrix suggests partnerships with educational institutions including Madison Public Schools, Madison Area Technical College and UW-Madison. These partnerships should be used both to seek youth and college student perspectives on planning issues and recruitment to assist on getting input from others, such as through student workshops.
4. Use of Internet: The percentage of Madison homes connected to the Internet is one of the highest in the nation. The City will make creative use of a special comprehensive plan project site on its Web page to share information and obtain input throughout the planning process.
5. Community-wide Events: The strategy matrix proposes two major community-wide “check-in” meetings over the planning process. Each would help relay, understand, and refine input obtained through other tasks, and provide opportunities for media coverage.
6. Geographic Sector Meetings: In order to provide participation opportunities that can also focus on issues that may be specific to different areas of the City, it is proposed that eight to ten geographic sectors be established based on groupings of Aldermanic Districts. Three rounds of meetings in each of these grouped Aldermanic District sectors are recommended as part of the planning process. Compared to community-wide meetings, geographic sector meetings would provide more intimate settings for input on residents’ visions, preferred futures, and implementation ideas.
7. Intergovernmental and Community Institution Meetings: The participation strategy includes efforts to work with other governmental units and major community institutions with an interest in planning for the Madison area.
8. Element-specific Working Groups: Madison is fortunate to have among its residents a deep pool of expertise on a variety of relevant planning issues. The recommended Element-specific Working Group component of the strategy would tap that expertise as needed to explore new ideas and find better ways to implement old ones.

Techniques to Involve Underrepresented Groups

The City will place a high priority on encouraging broader involvement by groups that are typically underrepresented in planning processes. These groups include lower income residents, children, the elderly, persons with physical limitations, businesses and businesses groups, and individual residents not affiliated with any particular organization or cause. Efforts that may be used to encourage such involvement include:

- Providing meeting locations that are easily accessible by a variety of transportation means to serve the needs of bus riders, bike riders and pedestrians as well as automobile users, and including the availability of transportation in event meeting notices and advertising.
- Making accommodations for people with sight, hearing, or mobility impairments.
- Providing and advertising the availability of childcare at public involvement events.

- Providing and advertising the availability of food and refreshments at meetings.
- Seeking meeting facilitators that represent the diversity of the community.
- Assuring that advertising for planning events includes placement in media whose primary audience includes minority populations and underrepresented groups.
- Exploring special accommodations to reach non-English speaking residents.
- Seeking sponsors associated with underrepresented groups.
- Including specific youth participation opportunities.

Opportunities for Comments/Responses on Draft Comprehensive Plan

This section addresses statutory requirements to provide wide distribution of the comprehensive plan, opportunities for written public comments, and an approach to respond to such comments.

The City will provide copies of draft plan materials through its Web page, in the City's public libraries, to adjacent and overlapping governments as required by statutes, and to members of the participating public. The City may charge for public copies an amount equal to the costs of time and materials to produce such copies.

Public comments will be solicited and responded to at every stage of comprehensive plan creation and alternative exploration. Written comments on the comprehensive plan may be:

- Mailed to: City of Madison Department of Planning & Development
Planning Unit
215 Martin Luther King, Jr. Blvd
P.O. Box 2985
Madison, WI 53701-2985
- Faxed to: Department of Planning & Development at 267-8739, or
- E-mailed to: A special address that will be established on the City of Madison Web page (<http://www.ci.madison.wi.us/>) once the comprehensive planning project site is established.

The City will respond to written comments via mail, e-mail, fax, telephone, meeting, and/or through consideration of appropriate changes to the comprehensive plan.

Future Adjustments to Public Participation Strategy and Procedures

This Public Participation Strategy and Procedures document, and the associated Public Participation Strategy Matrix, may be adjusted and revised during the comprehensive planning process. The most current version of these documents will be available for viewing on the comprehensive planning project site on the City's Web page, once that site is established.

Attachment B

**ESTIMATED COSTS FOR THE PUBLIC PARTICIPATION PLAN
City of Madison Comprehensive Plan**

The Public Participation Plan for the City of Madison Comprehensive Plan proposes to use a combination of existing City staff resources and contracted consultant services to carry out the tasks described in the Public Participation Strategy and Procedures document and summarized in the Public Participation Strategy Matrix. Preliminary estimated costs for those tasks recommended to be provided primarily through contracted services are:

Web site development and maintenance	25,000
Public survey preparation and administration	25,000
Coordinated media outreach function	25,000
Scheduling and coordinating community meetings	10,000
Special activities with the Madison Metropolitan School District, UW, Channel 12, etc.	10,000

	\$ 95,000

These preliminary estimates will be refined as more detailed specifications and scopes of services are prepared for individual task elements. The estimated cost allocations for contracted consultant services to support public participation activities also reflect other anticipated expenditures during the preparation of the Comprehensive Plan and the total amount of additional funding expected to be available for plan preparation.